

An entire industry is sprouting around mitigating the effects of climate change, capturing CO₂, and creating sustainable technology. We need a term that will help establish these efforts as their own domain to help them succeed. I propose we start referring to this industry as **Climate Care**, similar to Healthcare.

Why do we need a new term?

There is little argument about the importance of the Healthcare industry. It's a natural process that our bodies break down. They need maintenance and mending to work according to our needs, wants, and hopes.

The Planet's Climate needs similar care if humanity is to continue thriving on its surface. Earth was, is, and will be fine without our intervention, but the conditions suitable to our survival need upkeep and maintenance, regardless of whoever is to blame.

Current language referring to climate-related efforts is combative, divisive, and unwieldy. Phrases like "battling the effects of the climate change", "averting the climate crisis", "dealing with climate emergency" are wordy, negative (both in grammar and valence), and **all are easy to argue against** with a simple "calm down".

The process of creating a sustainable future needs itself to be **sustainable**. We are just starting, and already we have an entire generation exhausted by "Apocalypse Fatigue" and "DoomScrolling" (*Notice how the negative terms are so catchy?*).

We need tales to inspire, not tales to condemn.

What is The Climate Care Industry?

We also have a generation of people willing to devote their careers to mitigating the problem. As The Guardian reported, Gen Z members are [flocking to climate-related careers](#). Chris Sacca has created [Lower Carbon Capital](#), a venture capital firm devoted solely to funding startups in the **Climate Care** Industry. The payments giant Stripe has created [Stripe Climate](#), an arm targeting and funding early technologies of negative emissions.

Efforts in The Climate Care Industry can take many forms:

- Working on a new technology of capturing CO₂
- Writing about new developments of sustainable technology
- Inspiring people through art and writing to hope for a better future
- Funding companies helping the climate
- Passing legislation regulating our use of resources
- Anything else that helps regulate the climate

Like Healthcare, Manufacturing, Finance, etc. - **Climate Care** deserves its own industry phrased in peaceful terms. It will help people build careers and plan their futures of helping our planet and ourselves.